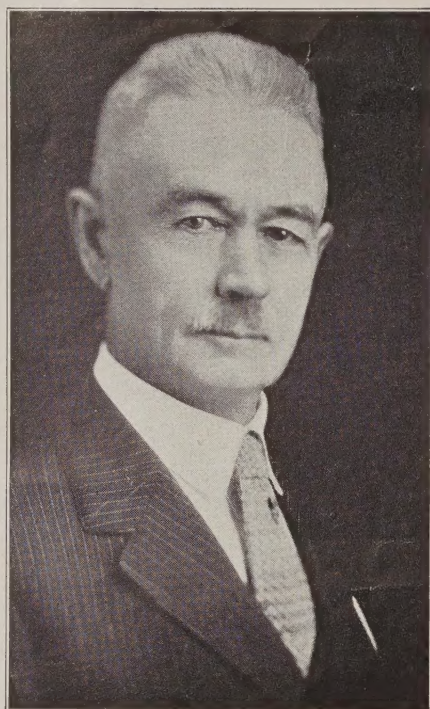


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



## FOUNDER



E. J. STEELE

## MASTODON STRAINS

Never before in fifty years of production have we been so proud to send you our annual catalog of Mastodon Pansies.

Notwithstanding increased costs, taxes, and the shortage of manpower and materials, we have made no raise in prices.

To you, our friends of the horticulture industry who have come to expect that our offering each year will be better than the last, we can safely say that this year is no exception.

More than one-half century of selection, hybridization and experimentation by the founder, his children and grandchildren have developed flowers that are without equal for size, form, texture, and range of color. The seed producing capacity of these strains has been so greatly increased that we have been able to hold down production costs and it is a pleasure to be able to pass this benefit on to you.

We thank you all for the confidence you have shown in sending us your order year after year and we shall do our utmost to serve you in the future.

**Each and Every Strain Listed on This Page Is a Genuine "Steele's Mastodon." See Page One.**

Owing to Variations in Soil, Climate, Care and Cultivation, We Are Responsible Only for the Value of the Seed.

### JUMBOS

**"Pay Dirt"**—Our 1943 Jumbo novelty. The largest golden yellow ever produced. Most blooms have dark rays or tiny dark faces. Immense size and fine habit of growth resist summer heat. Blooms constantly all season. Truly a sensational strain. Exactly bloom on catalog envelope. Price: 1/16 oz. \$2.00; 1/8 oz. \$3.00; 1/4 oz. \$5.00; 1/2 oz. \$9.00; oz. \$17.00.

**Jumbo Beaconsfield**—A greatly improved true Beaconsfield type. Upper petals rich lavender, lower petals deep blue violet. A real Jumbo strain. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 2 oz. \$18.50; 4 oz. \$35.00.

**Jumbo Mixed**—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper bronze, purple, red, in two and three color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early. Prices: 1/16 oz. \$1.25; 1/8 oz. \$2.25; 1/4 oz. \$4.00; 1/2 oz. \$7.50; 1 oz. \$14.00; 2 oz. \$26.00; 4 oz. \$48.00; 1 lb. \$150.00. 8 oz. or more at pound price.

### SWISS

**Super Swiss "400" Mixed**—Grand in size, form, color, and substance. Huge jewels of velvet in red, gold, rose, blue, violet, fuchsia, and also some of our new pastel hybrids. All are bordered, blotched, and beautifully marked, many with exquisitely fluted and ruffled petals. Plants low and compact. This strain has many types which have never before been seen in pansies due to the expert work of our hybridizer. Prices: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 2 oz. \$17.00; 4 oz. \$32.00; 1 lb. \$90.00. 8 oz. or more at pound price.

**Improved Sea Blue**—Swiss. A genuine blue pansy. Uniform color, fine for borders and excellent for patriotic garden. Priced same as "400" Mixed.

**Gorgeous**—Swiss type. The finest all red we have ever seen. Best red pansies for patriotic border. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

### IMPROVED BREEDING TYPES

**Super Maple Leaf Mixed**—Huge size, fine form and substance and increasing the wide range of colors of Jumbos. Runs a little darker than Jumbo. Prices: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 2 oz. \$18.50; 4 oz. \$35.00.

**Miracle Mixed**—Finest types of our strains, latest novelties. Mostly Swiss types but many pastels, selfs, and unusual color combinations. Best commercial bedding strain. Prices: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$3.75; 1 oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00; 1 lb. \$84.00. 8 oz. or more at pound price.

**Fluffy Ruffles**—A large pure white pansy with petals exquisitely fluted and ruffled. Low, compact growth covered with blooms all summer. Perfect white for patriotic border. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

**Improved Adonis**—Light blue and lavender shades. This strain has the little stepmother faces so typical of pansies.

**Grand Duke Michel**—Pure white with delicate rays. Dwarf, compact plants covered with blooms all summer. An excellent strain for color effects and the largest pure white.

**Prices of the two varieties named above:** 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.00; 1 oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00; 1 lb. \$84.00. 8 oz. or more at pound price.

**Golden Gate**—Golden yellow with dark blotch.

**Bronze**—Many rich tones of bronze and antique gold. Good size.

**Madame Steele**—Royal purple. A perfect self, no marking. Excellent for border and bedding. Compact growth and free blooming. Good size.

**Prices of the three varieties named above:** 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; 1 oz. \$6.00; 2 oz. \$10.50; 4 oz. \$18.00; 1 lb. \$75.00. 8 oz. or more at pound price.

**Mlle. Irene**—Copper red shades. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.



FROM

---

---

STEELE'S PANSY GARDENS

2715 S. E. 39TH AVENUE

PORTLAND 2, OREGON, U.S.A.

*DID YOU GIVE YOUR NAME AND ADDRESS?*

We do not pay Air Mail Postage; on Air Mail orders add 10c per ounce or fraction.

# STEELE'S PANSY GARDENS

Date.....

2715 S. E. 39th Ave.

Portland 2, Oregon, U. S. A.

Send the following ORDER, by..... Amt. Enclosed.....

Name..... Street.....

R.F.D..... Box..... P.O..... Zone..... State.....

Amount	Pansy Seed	Price	
	<b>BUTTERFLY HYBRIDS</b>		
pkt.	Rainbow Collection		
	<b>JUMBOS</b>		
oz.	Pay Dirt, gold		
oz.	Jumbo Beaconsfield		
oz.	Jumbo Mixed		
	<b>SWISS</b>		
oz.	"400" Super Swiss Mixed		
oz.	Sea Blue		
oz.	"Gorgeous," all red		
	<b>IMPROVED BEDDING TYPES</b>		
oz.	Super Maple Leaf Mixed		
oz.	Miracle Mixed		
oz.	Fluffy Ruffles, ruffled, all-white		
oz.	Mlle. Irene, henna red		
oz.	Improved Adonis		
oz.	Golden Gate		
oz.	Grand Duke Michel, white		
oz.	Bronze		
oz.	Madame Steele, Elk's purple		
oz.			
oz.			
TOTAL			

REMARKS:

How to get a four color Pansy Poster free. See Catalog.

Can't you send us the name of another Commercial grower?



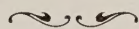


## *Butterfly Hybrids*

Rainbow collection of Butterfly Hybrids — Our 1944 offering. The result of 10 years work by Donald, our pansy expert. This strain defies all of our efforts to describe it. The colors are pastels, the center blotches have a magic sheen like that of the wings of rare butterflies. There are flesh pinks with deeper rose edges, buffs overlaid with pink and bordered with orchid, delicate lavenders with mauve blotches, creamy yellows with pink borders, deeper yellows with rich copper blotches and sun-rays on upper petals, pastel reds, orchids, blues and many bright pinks with fuschia centers and rays.

Our stock of seed has been increased so that we are able to offer a maximum of one quarter ounce to a customer.

**Prices:** 600 seeds, \$1.00; 1/16 oz. \$1.75; 1/8 oz. \$3.25; 1/4 oz. \$6.00.



## *Preparing Bed for Germinating Seed*

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Treat seed with Semesan and sow in shallow drills. Cover as lightly as possible with best soil or sand mixed 50-50 with peat moss.
7. Use spray of water to moisten surface, after light burlap cover is on.
8. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of bed with thin layer of peat moss. To avoid damping off, water your seedling **VERY SPARINGLY**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 125 TO 150 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

**CAUTION**—Alternate your pansy crop with some other crop.

**THE USUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED** is a revelation to all extensive growers who use our stock.

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.





**SUPER SWISS MASTODON PANSIES** Selected from our seed fields, actual size.

Orders are filled on day received unless otherwise specified.

Check your order carefully and send remittance in full by money order or bank check. Stamps O. K. up to \$2.00. No currency or cash, please.

Our prices have not been raised. We offer you the finest stock it is possible to produce at the lowest price we can quote. It is not our policy to offer further inducement such as free Air Mail postage. On Air Mail add 10 cents per oz. Allow  $\frac{1}{2}$  oz. for packing and include full postage for additional fractions of an ounce. If insufficient postage is included your order will be sent by ordinary mail and excess postage refunded.

We cannot accept any C. O. D. orders hereafter on account of gas rationing.

NOTICE: Due to difficulties in obtaining supplies of seed we have discontinued the listing of petunia seed.